

# Specialty Crop Block Grant Program Outcome Measures

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The U.S. Department of Agriculture, Agricultural Marketing Services, and the Office of Management and Budget developed standardized outcome measures and performance indicators that apply to the Specialty Crop Block Grant Program (SCBGP). The reason for this is to compile data across all states, making it easier to see the effect the program has on the specialty crop industry, which in turn strengthens the need for continued funding. Applicants submitting proposals to the SCBGP must select at least one of the seven outcomes listed below and at least one of the indicators listed underneath the selected outcome(s). If there are sub-indicators under the selected indicator(s), applicants must select at least one. All selected outcome measures and related indicators/sub-indicators must be achievable during the grant duration.

## **Outcome 1: Increasing Consumption and Consumer Purchasing of Specialty Crops**

*Indicator 1.5 and at least one associated sub-indicator (1.5a, 1.5b, 1.5c) is mandatory for all proposals submitted to the Grown in California funding category and all marketing and promotion projects, as defined below:*

Definition: Marketing and promotion projects focus efforts to sell, advertise, promote, market, and generate publicity, attract new customers, or raise customer awareness for specialty crops or a specialty crop venue. These include, but are not limited to:

- Uses of social media to market and promote;
- Specialty crop local, regional, and national campaigns;
- Specialty crop specific tradeshow;
- Website promotion and development;
- Use/development of billboards, radio, television, magazine, email ads, and marketing materials, such as direct mail and brochures;
- Agritourism;
- Export market development;
- Retail promotions including point of purchase items, labels, packaging, etc.;
- Promotion of specialty crops at farmers' markets; and
- Marketing and promotion campaigns with an education component directed to consumers.

**Indicators:**

**1.1** Total number of consumers who gained knowledge about specialty crops \_\_\_\_.

**1.1a** Adults \_\_\_\_.

**1.1b** Children \_\_\_\_.

**1.2** Total number of consumers who consumed more specialty crops \_\_\_\_.

**1.2a** Adults \_\_\_\_.

**1.2b** Children \_\_\_\_.

**1.3** Number of additional specialty crop customers counted \_\_\_\_.

**1.4** Number of new additional business transactions executed \_\_\_\_.

**1.5** Increased sales measured in:

**1.5a** Dollars \$ \_\_\_\_.

**1.5b** Percent change \_\_\_\_.

**1.5c** Combination of volume and average price as a result of enhanced market activities. Volume: \_\_\_\_\_. Average Price: \_\_\_\_\_.

**Outcome 2: Increasing Access to Specialty Crops and Expanding Specialty Crop Production and Distribution****Indicators:**

**2.1** Number of stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing specialty crops \_\_\_\_.

**2.2** Number of stakeholders that reported producing, preparing, procuring, and/or accessing more specialty crops \_\_\_\_.

**2.3** Total number of market access points for specialty crops developed and expanded. Of those:

**2.3a** Number of new online portals created to sell specialty crops \_\_\_\_.

**2.3b** Number of expanded seasonal availability \_\_\_\_.

**2.3c** Number of existing market access points that expanded specialty crop offerings \_\_\_\_.

**2.3d** Number of new market access points that established specialty crop offerings \_\_\_\_.

**2.4** Number of stakeholders that gained knowledge about more efficient and effective distribution systems \_\_\_\_.

**2.5** Number of stakeholders that adopted best practices or new technologies to improve distribution systems \_\_\_\_.

**2.6** Total number of partnerships established between producers, distributors, and/or other relevant intermediaries related to distribution systems \_\_\_\_\_. Of those established:

**2.6a** Number formalized with written agreements (i.e., MOUs, signed contracts, etc.) \_\_\_\_\_.

**2.6b** Number of partnerships with underserved organizations \_\_\_\_\_.

**2.7** Total number of new/improved distribution systems developed \_\_\_\_\_. Of those, the number that:

**2.7a** Stemmed from new partnerships \_\_\_\_\_.

**2.7b** Increased efficiency \_\_\_\_\_.

**2.7c** Reduced costs \_\_\_\_\_.

**2.7d** Increased specialty crop grower participation \_\_\_\_\_.

**2.7e** Expanded customer reach \_\_\_\_\_.

**2.7f** Increased online presence \_\_\_\_\_.

**2.8** Number of specialty crop-related crops:

**2.8a** Created \_\_\_\_\_.

**2.8b** Maintained \_\_\_\_\_.

**2.9** Total number of new individuals who went into specialty crop production as a result of marketing \_\_\_\_\_. Of those, the number who are:

**2.9a** Beginning farmers and ranchers \_\_\_\_\_.

**2.9b** Socially disadvantaged farmers or ranchers \_\_\_\_\_.

**2.10** Number of market access points that reported increased:

**2.10a** Revenue \_\_\_\_\_.

**2.10b** Sales \_\_\_\_\_.

**2.10c** Cost-savings \_\_\_\_\_.

### **Outcome 3: Increase Food Safety Knowledge and Processes**

#### **Indicators:**

**3.1** Number of stakeholders that gained knowledge about prevention, detection, control, and/or intervention food safety practices, including relevant regulations (to improve their ability to comply with the Food Safety Modernization Act (FSMA) and/or meet the standards for aligned third party food safety audits such as Harmonized GAP/GHP) \_\_\_\_\_.

**3.2** Number of stakeholders that:

**3.2a** Established a food safety plan \_\_\_\_\_.

**3.2b** Revised or updated their food safety plan \_\_\_\_\_.

- 3.3** Number of specialty crop stakeholders who implemented new/improved prevention, detection, control, and intervention practices, tools, or technologies to mitigate food safety risks (to improve their ability to comply with the Food Safety Modernization Act (FSMA) and/or meet the standards for aligned third party food safety audits such as Harmonized GAP/GHP) \_\_\_\_\_.
- 3.4** Number of prevention, detection, control, or intervention practices developed or enhanced to mitigate food safety risks \_\_\_\_\_.
- 3.5** Number of stakeholders that used grant funds to:
- 3.5a** Purchase \_\_\_\_\_.
- 3.5b** Upgrade food safety equipment \_\_\_\_\_.

## **Outcome 4: Improve Pest and Disease Control Processes**

### **Indicators:**

- 4.1** Numbers of stakeholders that gained knowledge about science-based tools to combat pests and diseases \_\_\_\_\_.
- 4.2** Number of stakeholders that adopted pest and disease control best practices, technologies, or innovations. \_\_\_\_\_.
- 4.3** Number of stakeholders trained in early detection and rapid response practices to combat pests and diseases \_\_\_\_\_. Of those:
- 4.3a** The number of additional acres managed using integrated pest management \_\_\_\_\_.
- 4.4** Number of stakeholders that implemented new diagnostic systems, methods, or technologies for analyzing specialty crop pests and diseases \_\_\_\_\_.
- 4.5** Total number of producers/processors that enhanced or maintained pest and disease control practices \_\_\_\_\_. Of those, the number that reported:
- 4.5a** Reduction in product lost to pests and diseases \_\_\_\_\_.
- 4.5b** Improved crop quality \_\_\_\_\_.
- 4.5c** Reduction in labor costs \_\_\_\_\_.
- 4.5d** Reduction in pesticide use \_\_\_\_\_.
- 4.6** Number of producers/processors improving the efficiency of pests and disease control diagnostics and response testing, as reported by:
- 4.6a** Improving speed \_\_\_\_\_.
- 4.6b** Improving reliability \_\_\_\_\_.
- 4.6c** Expanding capability \_\_\_\_\_.
- 4.6d** Increasing testing (i.e., survey work for pests) \_\_\_\_\_.

## **Outcome 5: Develop New Seed Varieties and Specialty Crops**

### **Indicators:**

- 5.1** Number of cultivar and/or variety trials conducted \_\_\_\_\_. Of those:
- 5.1a** The number that advanced to further stages of development \_\_\_\_\_.
- 5.2** Number of cultivars and/or seed varieties developed \_\_\_\_\_.
- 5.3** Number of cultivars and/or seed varieties released \_\_\_\_\_.
- 5.4** Number of growers adopting new cultivars and/or varieties \_\_\_\_\_.
- 5.5** Number of acres planted with new cultivars and/or varieties \_\_\_\_\_.

## **Outcome 6: Expand Specialty Crop Research and Development**

### **Indicators:**

- 6.1** Number of research goals accomplished \_\_\_\_\_.
- 6.2** For research conclusions, the number that:
- 6.2a** Yielded findings that supported continued research \_\_\_\_\_.
  - 6.2b** Yielded findings that led to completion of study \_\_\_\_\_.
  - 6.2c** Yielded findings that allow for implementation of new practice, process, or technology \_\_\_\_\_.
- 6.3** Number of industry representatives and other stakeholders who engaged with research results \_\_\_\_\_.
- 6.4** Total number of research outputs published to industry publications and/or academic journals \_\_\_\_\_. For each published research output, the:
- 6.4a** Number of views/reads of published research/data \_\_\_\_\_.
  - 6.4b** Number of citations counted \_\_\_\_\_.

## **Outcome 7: Improve Environmental Sustainability of Specialty Crops**

### **Indicators:**

- 7.1** Number of stakeholders that gained knowledge about environmental sustainability best practices, tools, or technologies \_\_\_\_\_.
- 7.2** Number of stakeholders reported with an intent to adopt environmental sustainability best practices, tools, or technologies \_\_\_\_\_.
- 7.3** Number of producers that adopted environmental best practices or tools \_\_\_\_\_.
- 7.4** Number of new tools/technologies developed or enhanced to improve sustainability/conservation or other environmental outcomes \_\_\_\_\_.
- 7.5** Number of additional acres managed with sustainable practices, tools, or technologies that focused on:
- 7.5a** Water quality/conservation \_\_\_\_\_.
  - 7.5b** Soil health \_\_\_\_\_.

**7.5c** Biodiversity \_\_\_\_\_.

**7.5d** Reduction in energy use \_\_\_\_\_.

**7.5e** Other positive environmental outcomes (optional) \_\_\_\_\_.

**7.6** Number of additional acres established and maintained for the mutual benefit of pollinators/specialty crops \_\_\_\_\_.

*Additional information:*

Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers.

"Beginning farmer" is an individual or entity that has not operated a farm or ranch for more than 10 years and substantially participates in the operation thereof.

"Socially disadvantaged farmer" is a farmer who is a member of a socially disadvantaged group. A socially disadvantaged group is a group whose members have been subject to discrimination on the basis of race, color, national origin, age, disability, and, where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program.